

SAVE!**SAVE!****SAVE!**

In These Days of Scarcity of Money—

Every human should practice saving, as it isn't what you make, but what you save that counts. You can do this by buying your merchandise from THE LEADER, "Where the Price is Right"

Investigate This and be Convinced That to Buy From us is the Surest Way to Save

LADIES' READY-TO-WEAR

We have lots to offer you in our Ladies' Ready-to-wear department at very attractive prices as we are closing out our summer lines. It is well to investigate this as you can save money in this department by buying now. Come in and supply your needs while you can and make this saving, as it is for you.

LADIES' SHOES

We are offering many of our ladies' slippers at reduced prices to close them out for our new fall lines which will soon be here. You can secure some real values in these lines if you come before they are all gone—better hurry, as they won't last long at the prices we are making. These consist of Oxfords, Pumps, ect, at greatly reduced prices.

BOY'S CLOTHING

School days will soon be here and of course the boys will have to have a new suit for the term. We have already gotten in our new fall line of boys' suits and they have two pairs of pants, which make them equal to two suits at the price of one, which means such a saving. Fit the boy up for school and have it off your mind.

MEN'S CLOTHING

We are still offering our men's clothing at prices that can't be beat. They are the famous 'Society Brand' in all the weights from the regular weights to the feather weights in the Palm Beach, Mohair, Cool Cloth and Tropical Worsteds so cool and comfortable for these hot summer days. Get one and keep cool.

PIECE GOODS DEPARTMENT

Our piece goods department is improving all the time. If its piece goods you want, come to us, as we have it. We have a good assortment for you to choose from in every line and are always glad to show you and assist you in every way we can to make the best selections possible.

VOGUE EMPORIUM

We are still offering our entire stock of Millinery at 1-2 price to clean up. We have all the very latest in the mid-summer styles. Just the thing to finish the season in. Come in and secure one of these bargains as they won't last long.

SATURDAY'S SPECIALS

Our Saturday Specials are always worth looking over as we make the price so low that it pays to watch for these specials. There are too many to mention but if you come in you can see for yourself that they are money savers.

VOGUE EMPORIUM

We also have a shipment of our new feather hats so popular for the early fall. These are not included in the 1-2 price as these come at the new fall prices and are priced as low as they can be found anywhere.

"The Store of the Plains"

The Leader

"Where the Price is Right"